

(19)



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European Patent Office
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(11)

EP 0 337 539 A3

(12)

EUROPEAN PATENT APPLICATION

(88) Date of publication A3:
06.02.1991

(43) Date of publication A2:
18.10.1989

(21) Application number: 89200836

(22) Date of filing: 03.04.1989

Patent published on CD-Rom:
SPACE 89/044 ESP89044
FIRST 89/003 FST89003
SPACE 91/011 ESP91011

(51) Int. Cl.: G09F 27/00, H04M 11:02,
G06F 15:26

(84) Designated Contracting States:
AT BE CH DE ES FR GB GR IT LI LU NL SE

(30) Priority: 11.04.1988 IT 2015888

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(54) Telematic system of information and advertising messages for locations with a large attendance of people

(57) The system is based on a plurality of local distributors of informative and advertising messages (1), each of which is provided with a respective file of information and advertising messages (8), with means for the visual distribution of messages (5, 6), with means for the direct telephone connection (12, 13, 14) between suppliers and users of the messages and with an operating computer (7) for the selection and

feeding of information and advertising messages from said file (8) to said means for visual distribution (5, 6) and the activation of said means for telephone connection (12, 14). The various local distributors (1) are connected to a communications network (2) whose only purpose is to complete the telephone connection and provide for the periodic updating of the files (8) of the above local distributors (1) under the control of a central computer (3).